**Communications Products - ART & DESIGN**

**AT3 - Folio**

**FOLIO TASK**

**COMPARE - Similar products, production techniques / materials**

400 words

* Collect 4 examples of awareness campaigns (products)
* Paste images of the products into a Pages or Word doc
* Try to relate the campaign to your planned product (Awareness Campaign)
* Try to include at least one film example (ie: <http://www.lifebeinit.org/>)

**Include the following:**

**Information from the web page**

* ABOUT - Who made the campaign, why did they make it, include references – web address and date accessed. Use the *About Project* section if your example is from the Behance website)

**Your observations**

* MATERIALS - What materials is it made from (poster, film, screen meme?) How was it made – technique? (Photoshop, IMovie or other film program, animation, photography)
* VISUALS -Design Elements (Line, shape, tone, texture pattern, and colours)
* TYPOGRAPHY - size and style of font, spacing between letters and words, line spacing
* IMPACT -Design principals (Balance – white space, Hierarchy – main images, Contrast, Repetition & Alignment
* STRENGTHS - good things
* WEAKNESS - bad things
* INTERESTING - camera angles and music if a film

**Tips:**Use technical language & descriptive words (read the descriptions the designers give on [Behance](http://www.behance.net/?field=109))

* What does it look like [visually](http://gatewaysart.wikispaces.com/Images+%26+Visuals) is it clean, empty, crowded, busy
* Is it simple, memorable, versatile, timeless, versitile, appropriate
* Talk about the combination of [colors](http://gatewaysart.wikispaces.com/Colours), types of lines, shapes, value, texture & space ([Design Elements](http://gatewaysart.wikispaces.com/Elements+%26+Principles))
* Is there balance, hierarchy, contrast, repetition & alignment ([Design Principles](http://gatewaysart.wikispaces.com/Elements+%26+Principles))

*PERFORMANCE CRITERIA (what you will be marked on)  
I3 Investigation and critical analysis of the characteristics of existing products, processes, systems, and/or production techniques.*\_\_\_